



## How to Build Out the Future Focus

1. Open [Ninety](#)
2. Navigate to Future Focus
3. Navigate to [Future](#) at top of page
4. Input your company's [core values](#): You should have 3-5 of these and they should not change. Think of them as the guiding principles for your company.
5. Input your company's [core focus](#): Think of this as the reason your company exists. What solution do you offer? What's your value?
6. Input your company's [niche](#): What is it that your company does uniquely to set yourself apart from similar services/products/etc.
7. Input your [10-Year target](#): What is your BIG goal that you hope to accomplish within the next 10 years? More specifically, what does success look like for your company 10 years in the future?
8. Input your [target market](#) details: Who is your key client?
9. Input your [3 uniques](#): What makes your company unique?
10. Input your [proven process](#): What process have you defined and communicated to achieve success for the service/product you offer?
11. Input your [3 Year Picture](#): In 3 years, what does success look like for your company? Financially? Culturally? Growth?
12. Navigate to Focus at top of page
13. Input your details for [1-Year Goal](#)
  - a. Future date: Determine your marker for your goals a year from now.
  - b. Revenue: What does revenue look like?
  - c. Profit: What does profit look like?
  - d. Measurables: What key items are you measuring to ensure success?
  - e. Goals for the year: What are the BIG goals that you are focused on accomplishing over the next year? Remember, your projects ideally will help you achieve these on a smaller scale.
14. Input your details for [90-Days Goals](#)
  - a. Future Date: Determine your markers for success 90 days from now.
  - b. Revenue: What does revenue look like?
  - c. Profit: What does profit look like?
  - d. Measurables: What key items are you measuring to ensure success?
  - e. Quarterly Projects with Owners: What key priorities are you focused on over the next 90 days to help achieve your 1-Year Goal?
15. Input your [Issues](#): What areas will have the most impact on your projects and goals that you need to focus on finding solutions for?

Guiding Principles 

Faith	You trust in yourself, others, and the plan.
Ownership	You take responsibility for your decisions.
Resourceful	You are a solution-oriented problem solver.
Compassion	You treat others how they want to be treated.
Excellence	You humbly strive for greatness through continuous improvement.

Vision and Mission **Vision and Mission**

*Effective Vision Statement means:* 1. Strategic and long term 2. Intentional, Concise, Inspirational 3. Inspires all to achieve the summit and go again  
*Focused Mission means:* 1. Built with intent and purpose 2. Serves as the core to address any challenges, concerns, or successes 3. Guides the company

**Niche - Niches bring Riches, so commit to the niche**

In one sentence or phrase, what is your product or service

Go to Market Strategy 

**Ideal Customer: Who do you serve? Where? The more specific the better. You can serve those not ideal, but you would not buy a list outside of your ideal**

**Attachments**

**Differentiators: Your companies 3 uniques: If you can't claim it's different it's not a differentiator.**

Unique 1	No Competitor would have 2 or more
Unique 2	These cannot be generic things like the best people, or best customer service
Unique 3	Many marketing or business gurus call these our Competitive Advantages

**Customer Journey, or process to deliver customer success?:**

**What do you put at risk? What do you guarantee or promise?:**

3 Year 

**Future Date:** September 21, 2025

**Revenue:**

Revenue	\$10,000,000
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**Profit:**

Overhead	10%
Services	90%

**Measurables:**

Number of Employees	25
Number of Customers	1,000
Customers that Qualify for Services	

**What Does It Look Like?**

- Employee Engagement of 40% 
- Customer Satisfaction at 95% 
- Guiding Principles Infused through the organization - used in weekly, quarterly, and annual conversations or reviews. 
- All critical functions and processes are documented in writing and being followed. Expect/Inspect 
- We succession planning in place for all executives and/or board leadership. 
- We have the right corporate structures, controls, and risk management to properly govern our organization(s). 

Strategic Decision Filter



- 1) How is this relevant to our Future Focus, specifically our Vision and Mission, Our Why, and Our Niche?
- 2) How does it help us achieve our 1 or 3 Year Plan?
- 3) How do we get the resources or the ability to achieve the Annual or Quarterly Project(s)?

90 Days



**Future Date:** March 31, 2023

**Revenue:**

Revenue	\$1,500,000
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**Profit:**

Overhead	8%
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Services

**Measurables:**

Number of Employees	10
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Number of Customers	25
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Customers that Qualify for Services

Company Quarterly Projects



Status	Title	Owner
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	LOGIC based goal from Ops to move ...	
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	LOGIC based goal from Fin & Admin t...	
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	LOGIC based goal to solve the Larges...	
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	LOGIC based goal from IT to move ne...	
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	LOGIC based project to increase reve...	
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1 Year



**Future Date:** December 31, 2023

**Revenue:**

Revenue	\$6,000,000
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**Profit:**

Overhead	11%
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Services	89
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**Measurables:**

Number of Employees	15
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Number of Customers	50
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Customers that Qualify for Services

**Goals for the Year:**

We have an Annual Operating Plan(AOP) in place and manage to meet or exceed goals.

We have the right Org Structure or have identified any empty seat(s) and/or skill gaps to address to exceed our AOP.

We have clear ownership of Strategies and Tactics in our Quarterly Projects to make progress towards our Impact Goal.

We have a clearly defined message, or Go to Market Strategy, for our different audiences.

We have Disaster Recovery AND a Crisis Communication Plan in place for all to follow.

Long-Term Issues

Title	#	Owner
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<input type="radio"/> 1. Assess any skill gaps in key rol...	▼	
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<input type="radio"/> 2. Identify single source of truth	▼	
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<input type="radio"/> 3. Create a path to progress of ou...	▼	
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[+ Add Issue](#)

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